Getting Started

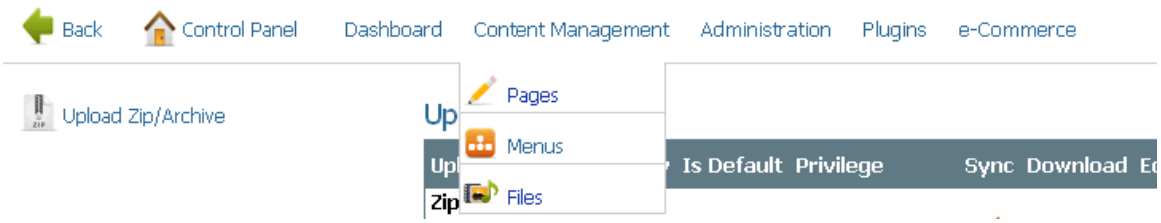
When you setup an online shop, the very first thing you need to do is to decide what products you will make available for sale online and then prepare the images for those products.

Preparation for eCommerce

- Photographs will often be around 3MB in size. This is much too large for the internet and should be compressed using a tool such as Paint, Photoshop or Smush. A reasonable file size is less than 300 KB (the smaller the better).
- Installation of Winzip or similar to produce bundles of images (called zip archives) in .zip or .gz format.
- Produce a list of your categories, products, special offers & freighting. Use this spreadsheet for convenience in uploading a large number of products.
    - Insert your categories (prepare categories for your products so that they all grouped in logical sections for your customers benefit).
    - Insert a list of products and populate all the fields in the spreadsheet.
    - Insert any special offers in the special offers section
    - Insert your freighting rules.
- Once the spreadsheet is complete, email it to info@webz.co.nz (this is a temporary measure until functionality is available to upload it directly).

Images for eCommerce

1. Source some photographs of your products.
2. Save the photographs to a folder on your local computer, i.e. My Pictures/Images
3. Each image needs to be named appropriately i.e. cushion.jpg. Ensure that there are no spaces, symbols or characters other than letters and numbers.
4. Each image must be optimised for the web so that the image loads quickly (see preparation for eCommerce section).
5. Save each optimised image to a new folder i.e. My Pictures/Images/Shop
6. Zip-up the folder Shop using a file compression tool such as Winzip. This will allow you to upload multiple images at one time. Alternatively, images need to be loaded individually.
7. Login to your website administration.
8. Go to Content Management > Files:



9. Click Upload Zip/Archive and fill in the details in the screen below:

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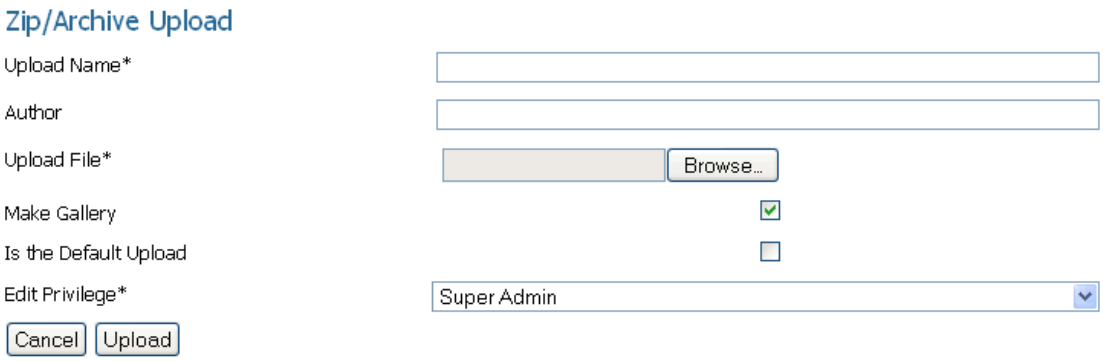
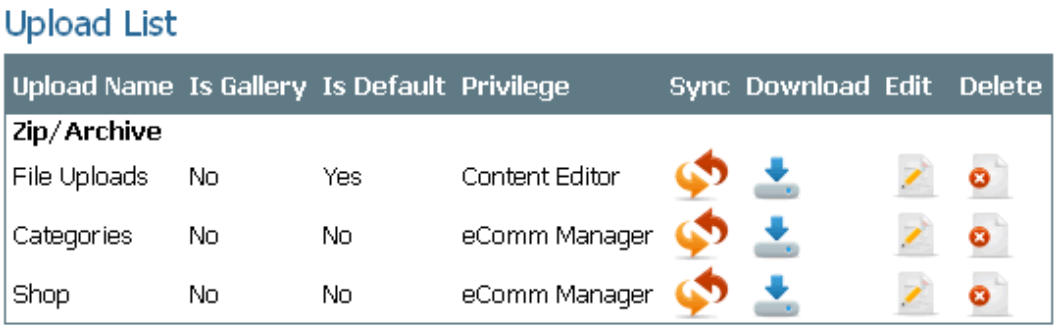


Figure 1 - Zip/Archive Upload Form

Zip/Archive Upload Form Fields	Description
Upload Name:	Shop
Author	[Your name]
Upload File	[Browse to find the file you just zipped up i.e. shop.zip]
Make Gallery	[Uncheck this box for eCommerce]
Is the Default Upload	[Leave unchecked for eCommerce]
Edit Privilege	[Leave as default]

10. Press Upload.

    Give it a few minutes. Once the files are uploaded, it will return to the following screen:



11. Next, go to Content Management >> Files and click on the Shop tab. A list of the files you have just uploaded will display as follows:

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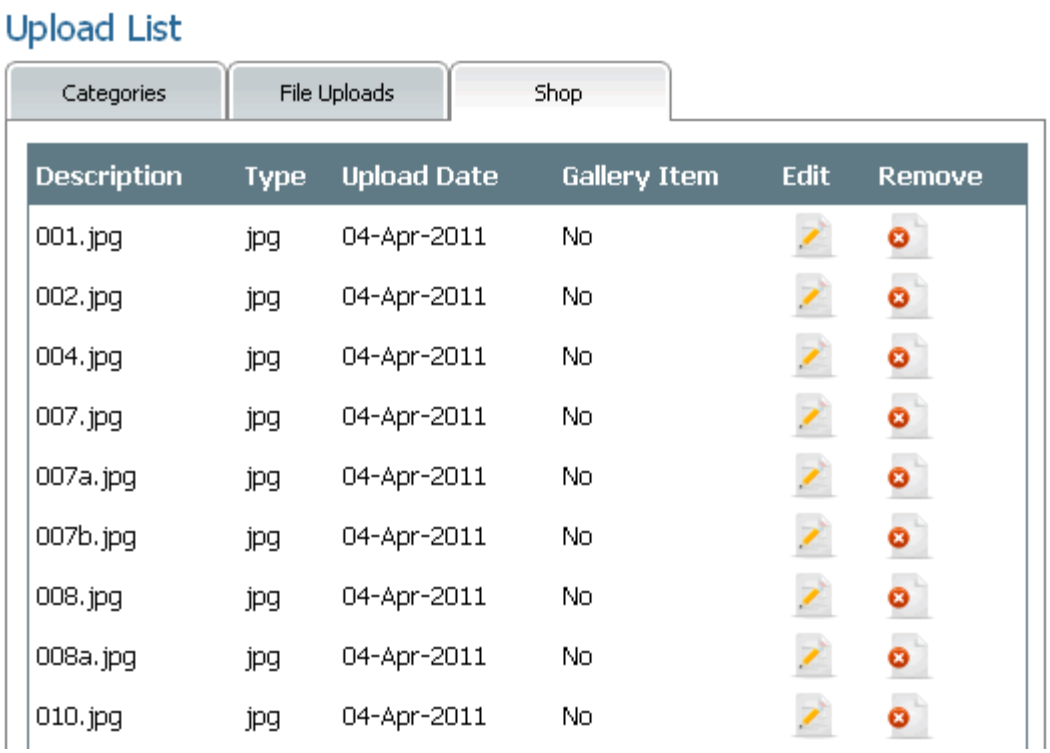

12. If you did not give each image a user friendly name before uploading (see step 3 above), you can press edit and type in an image title at this stage i.e. Cushion then press Update.

13. Press close and you will return to the list of files. Press F5 to refresh the screen and you will see that your new title now appears alphabetically in the file list. Do this for every image.

14. Once your images have been renamed, go to eCommerce and start entering your category and product information.

For more information (such as adding another image to your Shop list) see the Files section of our User Manual.

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eCommerce

Our eCommerce module comprises the following screens:

- Categories
- Products
- Orders
- Payments
- Special Offers
- Freight
- Shop Settings

In order to make products available for sale on your website, you first need to group the products by category.

There are a number of ways to setup your categories. For example: by group name (i.e. Clothing, Footwear etc) or by Brand (i.e. Adidas, Nike etc) or by Size (i.e. King Size, Queen Size etc).

We suggest that the approach you take should be determined by your customers buying behaviour. For example, a client who wishes to purchase a bed will usually know what size bed they want to buy. Once they have selected the size, the products available under that size should display.

The first step in setting up your website is to enter your categories.

The red asterisk denotes a required field.

Freight

Set as many freighting options as you require.

Freight options can be set by region or type. For example: North Island / South Island or Large Size / Small Size.

Special Offers

Special offers can be applied in any of the following groupings:

- Most Popular
- New Products
- Discounted Products
- Special Categories

To apply a special product to an offer, from the Special Offers section, click “Add Offer” and select the type of offer you wish to apply to the product.

If the offer is a discount, enter the amount you wish to discount the product by and select whether the discount will be a percentage or a fixed value.

Press save and the special offer will be saved and will display on your specials page (or specials section) of your website.

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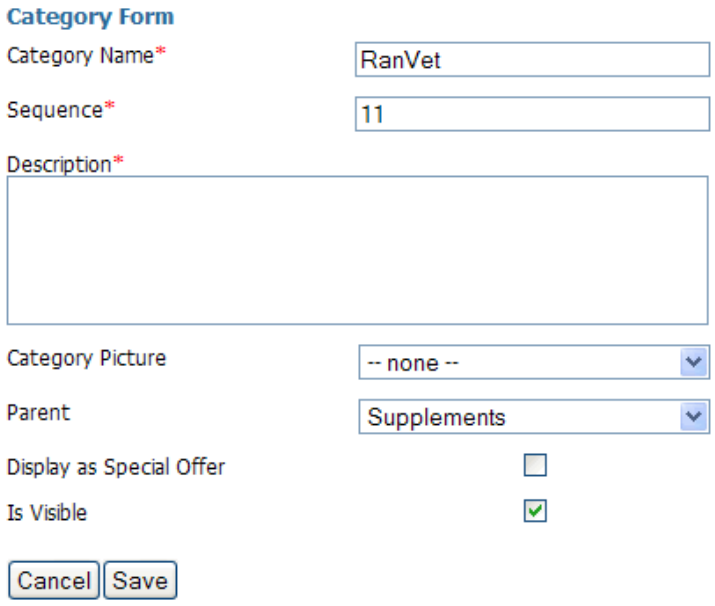
Categories



Enter the **Category Name** as you wish it to be displayed on your website.

The **sequence** will be auto-generated.

Enter the **Description** of the category.

Choose the **Category Picture** from the drop-down box (after it has been uploaded in the images section).

If your website has a hierarchy of categories, select the **Parent Category** from the drop-down box. For Example: Parent Category: Supplements and Category Name is the Brand of Supplements.

Display as Special Offer: If you wish to display this category as a Special Offer, tick the check-box. Special Offers are usually displayed on the Specials page. Contact the Webz team if you would like Special Offers added to or removed from your website.

Is Visible: Tick the check-box if you wish to display this category on your website. If you have set the category up but it doesn't yet have any products loaded in that category, for example, you can un-tick the check-box and press save. The category will remain in the administration area and can be set to visible again at any time.

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Products

All products available for sale on your website will need to be loaded into the products section.

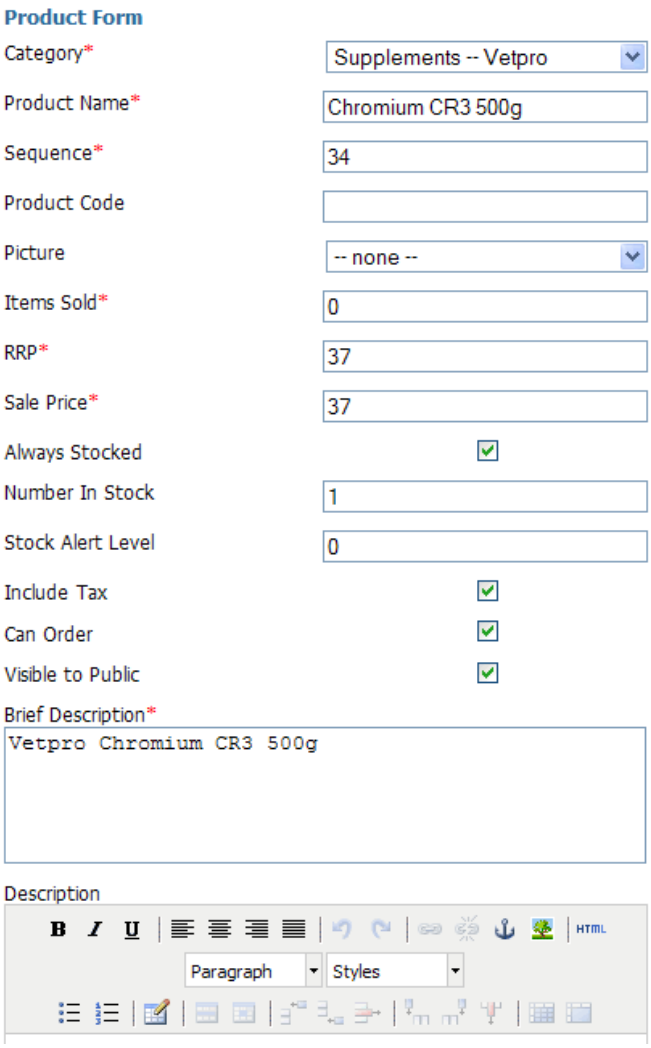
Select the **Category** which the product belongs to from the drop-down list. If there are no categories there, go to the Categories section and load up some categories.

Product Name: Enter the product name as you want it to display on your website.

Sequence will be automatically generated. Sequence can be reordered using the red and green arrows to move an item above or below another item. Move the items using the arrows and then refresh your browser (F5) to view the products in the order you have arranged them. You do not need to log out and back in for the reordering to take effect.

Enter a corresponding **Product Code** that relates to your catalogue or other internal business processes.

Select a **Picture** illustrating the product from the drop-down box (which will need to be uploaded in the images section).



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Items Sold
As sales are made, the items sold field will increment to indicate how many items of that particular product have been sold. This is useful for reporting purposes.

RRP
RRP is Regular Retail Price or the price the product is usually available for sale for. You may wish to enter your competitor's price here for example. Where the RRP is not displayed on your website, simply enter the same value in this field as in the sale price field.

Sale Price
Enter the price for the product. This is the price that the product will sold at when a customer places the product in the shopping cart.

Always Stocked
If the product is always stocked, for example if you manufacture product, tick the Always Stocked check-box. Alternatively, if you have a limited number of stock of a particular product available, un-tick the check-box.

Number in Stock
Where the product is not always stocked, un-tick the Always Stocked check-box (above) and enter the number of products available. The number available for sale will be displayed on your website. Once all the products available are purchased, it will display zero and render the product incapable of being added to a customers shopping cart until the number in stock is updated.

Stock Alert Level
If you wish to be notified when a particular product is running low, you can set the Stock Alert Level to something other than 0. An email will be generated and sent notifying you of the stock level available for that product. This is useful in being able to re-order products before you run out.

Include Tax
If the item should include Tax (GST), tick the Include Tax check-box.

Can Order
If the product should be made available for customers to order, tick this check-box. If this is un-checked, the product will display as POA instead of displaying a price. This allows the option to add a general product group (which comes in various colours, sizes, prices etc). The customer will not be able to purchase the item through the shopping cart, but will be able to view available products and enquire further. This is also great for an expensive product where a customer would not usually buy without coming into your store to try it out.

Visible to Public
If the product should be displayed on your website, tick this check-box. If you are gathering more detail about the product or wish to remove it from your shop display, un-tick the check-box.

Brief Description
Enter a brief description of the product here. We suggest you enter the Category name, Product name and volume of that particular product.

Description
This is a required field.

The description should provide a full description of the product. It should also include any search criteria you would expect customers to search the product on. For example: the category name, product name, brand etc.

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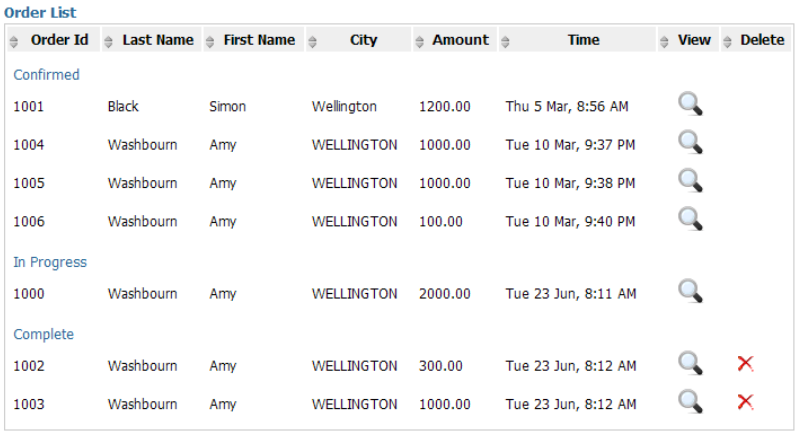
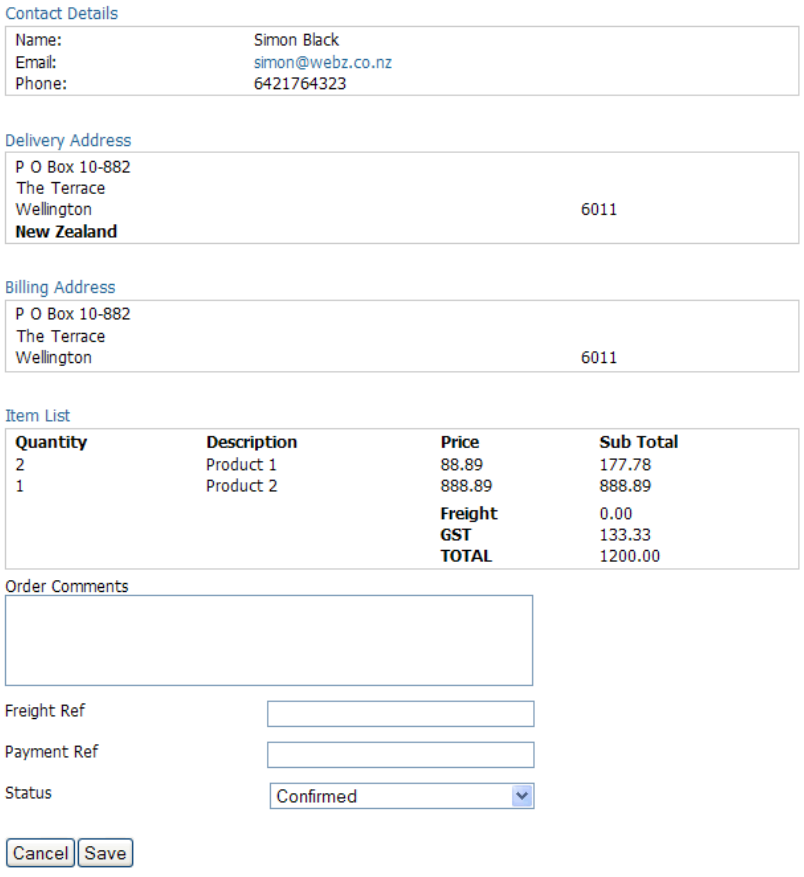
Orders

The orders screen will display all orders received via your website in a summary format:


Order List
Order Id
Last Name
First Name
City
Amount
Time
View
Delete
Confirmed
1001 Black Simon Wellington 1200.00 Thu 5 Mar, 8:56 AM
1004 Washbourn Amy WELLINGTON 1000.00 Tue 10 Mar, 9:37 PM
1005 Washbourn Amy WELLINGTON 1000.00 Tue 10 Mar, 9:38 PM
1006 Washbourn Amy WELLINGTON 100.00 Tue 10 Mar, 9:40 PM
In Progress
1000 Washbourn Amy WELLINGTON 2000.00 Tue 23 Jun, 8:11 AM
Complete
1002 Washbourn Amy WELLINGTON 300.00 Tue 23 Jun, 8:12 AM
1003 Washbourn Amy WELLINGTON 1000.00 Tue 23 Jun, 8:12 AM

Orders which have been confirmed by your customers (and therefore emailed through to your sales email address) will be listed under the group: Confirmed.

You can view any of the orders in detail by clicking on the View icon. From there, you can assign an In Progress or Complete Status to the order, which will then be displayed as above.



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The order form contains the details of the order, including any comments the customer has inserted into the Comments box.

You can use the fields at the bottom to insert a Freight Reference and Payment Reference so that the order can be reconciled with your internal processes.

You can then reassign the status from confirmed to In Progress or Complete as appropriate.

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